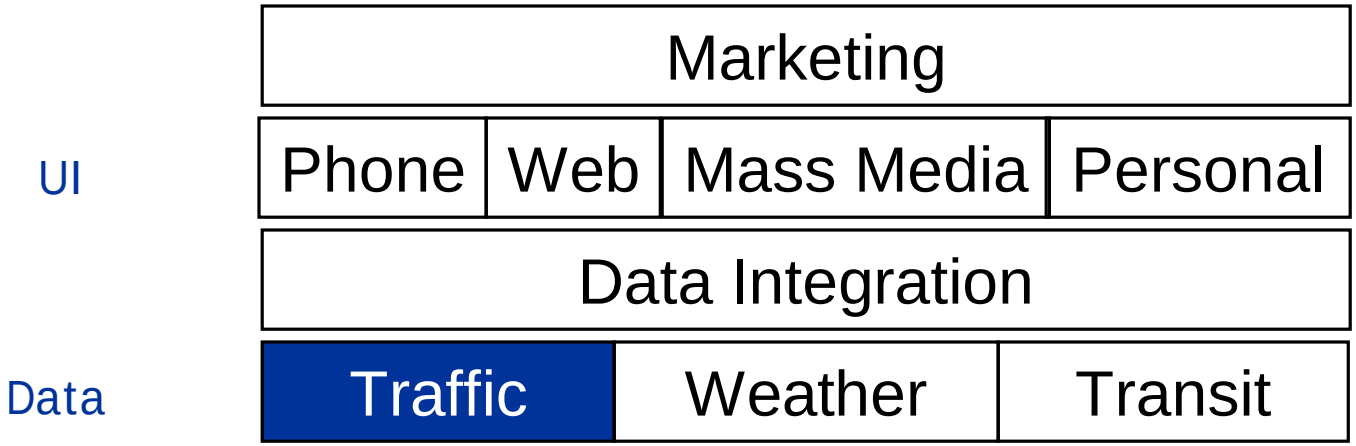
Accurate traffic speed data in real time

March 4, 2008

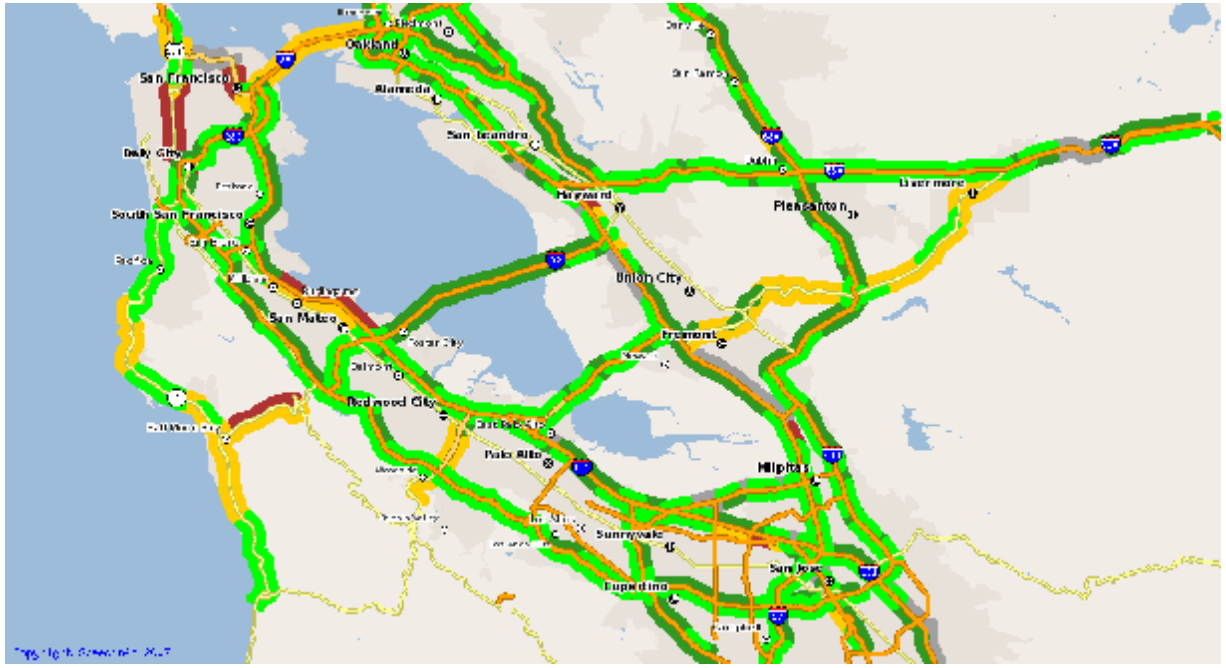


Concept of Operations

Traffic Data Market Requirements

- Highway Operations:
  - Count, not speed
  - Accuracy over low latency
  - Them that has the gold…
- Traveler Information:
  - Speed, not count
  - Accuracy requires low latency
  - Get someone else to pay for it
- Strategy: Hybrid data models
  - Count where you need it, speed where you don't
  - Leverage existing infrastructure
  - Private sector focus on cost reduction
  - New business models

SpeedInfo provides accurate real-time traffic speed data



Install low cost sensors in the gaps
Integrate with publicly available data
Manage and maintain the network

SpeedInfo Technology

- Sensor
  - Solar powered
  - Wireless communications
  - Fast installation on existing poles
  - Lightweight, reliable, and accurate
  - Costs less than 10% of alternatives
  - Nearly 700 installed to date
- Server Farm
  - Manages sensor network
  - Validates and formats data
  - Integrates public data sources
- Data Client
  - Streams real-time XML feed to customers

SpeedInfo Business Model

- Most customers buy a data license
- SpeedInfo:
  - Installs equipment
  - Maintains & operates network, including
    - Communications
    - Repairs
    - Vandalism and accidents
  - Facilitates data integration with other systems
- Government Agency:
  - Obtains permits & right-of-way access
  - Chooses locations
  - Asks for equipment to be moved when necessary

- What's working:
  - Shift from equipment sales to service provider
    - *Warranties replaced by service guarantees*
  - Outsourced operations and maintenance
  - Vendors responsible for data integration
- What's not working (yet):
  - Private label 511 (Dallas)
  - Consumer subscription services
  - Broad-based cost sharing models

THANK YOU

Doug Finlay
408-856-6282
dfinlay@speedinfo.com

March 4, 2008

Deployed Cities

- Launched SpeedInfo 2003
- First Deployment 2005
- 3 out of top 5 US Metro Areas

Deployed	Contract	Trial
San Francisco	Maryland	New York
Oakland	Northern VA	Tampa
San Jose		Dayton
Los Angeles		Sacramento
Washington DC		Denver
Raleigh-Durham		
Lincoln		
Omaha		
Seattle		

Government Proposition

- Highway loops
  - 1200 sensors
  - 15 years to deploy
  - $120m investment
  - Half are out of service
  - 35% coverage
- Toll Tags
  - 600,000 toll tags
  - 5 years to deploy
  - $18m investment
  - 15% coverage
- SpeedInfo Sensors
  - 320 bi-directional sensor
  - 45 days to deploy
  - $35K / mo
  - 50% coverage

SF Bay Area Experience